

Mr. R. J. Hayes, Director of the National Library of Ireland, has again prepared a series of Irish newspapers on film for release through UM.

The two important titles in this series carry the earlier series to 1825. All available issues of early Irish papers appear in the first series.

The original Irish newspapers series sells for \$195.00, while this new series sells for \$678.00; the two together: \$850.00.

The author of the Irish story, Alan B. Howes, is an assistant professor of English at the University of Michigan. He is the author of *Yorick and the Critics*, published last year by Yale.

#### DUBLIN JOURNAL and FREEMAN'S JOURNAL

by Alan B. Howes

Both the *Dublin Journal* and the *Freeman's Journal* had rather checkered careers in the latter half of the eighteenth century. Both had achieved a good deal of popularity and respect before they fell upon evil days, from the viewpoint of Irish patriots at least, during the nineties.

Behind the *Dublin Journal* looms the figure of its founder, George Faulkner. He had established the paper in 1725 and raised it to a position of authority, for it is said to have been read by the "leisured and cultured classes" while the other journals circulated mostly among "traders and men of business." Faulkner was the friend and publisher of Swift, who mentioned him in 1735 as the printer most in vogue in Dublin. He refused an offer of knighthood from Chesterfield when the latter was Lord Lieutenant of Ireland in 1745 and he later became alderman of Dublin a few years before his death. He quarreled with Richardson in 1753 over the arrangements for the Irish publication of *Sir Charles Grandison* and was caricatured on the stage of Samuel Foote in the character of Peter Paragraph in 1762. Samuel Johnson escaped a similar fate at the hands of Foote only by letting it be known that he had bought a stout stick which he would not hesitate to use on the

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#### Micro-Xero-Litho O-P books

Something new has been added to UM's O-P books program. With the rapid increase of titles in this program and an increase in sales for each title there is a need to make the program more flexible. To fill this need a small offset press has been added to the microfilm-Xerox combination so that edition printing for small runs at low prices is feasible.

While the press was installed primarily for custom reproduction, its use will enable edition printing of some of the more popular titles, with a consequent reduction in price. Its use will also permit good reproduction of black and white half-tone illustrations where these are important for an understanding of the text.

One of the main features of micro-Xerox reproduction is that books are printed one at a time as needed, and thus there are no unsold copies that must later be sold at a loss — the loss to be compensated by an increase in price on other items. The micro-Xero-litho process is useful only when it is known in advance that an edition will be wanted.

Up to a point the procedure for this new kind of edition publishing is similar to the procedure for making Xerographic reproductions. From a microfilm negative an enlarged reproduction is made on the Xerox Copyflo printer. The images are formed on a continuous length of short-run master stock which is then cut into sheet-size lengths and placed on the press.

From this offset master, printed copies can be turned out rapidly. The completed sheets are then collated, folded if necessary, trimmed and bound. The entire procedure can be accomplished in a few minutes per page, and for small editions (say up to 500) prices are very favorable.

For the press work the price is based on the number of sheets going through the press, and whether these are printed on one side or both. For this the price is \$1.25 per side (to a maximum sheet size of 9-1/2 x 13 inches) for 100

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Vol. V

No. 1

MICROCOSM is a publication of University Microfilms, Inc., with central offices at 313 No. First Street., Ann Arbor, Michigan.

MICROCOSM is intended to bring interesting news of microfilming in all of its phases to the attention of librarians and others who, in the opinion of the Publisher, will benefit by receiving it.

If you would like to receive MICROCOSM regularly, please send a postal card with your name and address to:

MICROCOSM  
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
#### Xerox-Litho [from page 1]

copies, with additional hundreds costing 25 cents per side. Collating, folding and binding are additional.

In practical terms this means that 100 copies of a 6-1/2 x 9-1/2 inch page can be printed and paper bound for about \$1.00 — a penny a page! Fewer copies in an edition would not cost much less, and longer runs would cost almost as much, per page. It would not be economical to print a book less than 25 pages long by this method. Minimum charge per job — \$10.00.

For the reproduction of half-tones, negatives and plates must be prepared separately by hand at an additional charge of \$2.50 each page.

Finished books look very like the Xerox-reproduced O-P books except that pages are printed on both sides of the sheet. The paper used is a good grade of 50 pound offset Bond. Usually bound in paper covers, the perfect-bound books may also be buckram covered at additional charge.

This further extension of the O-P program may be of special interest to publishers with small-edition problems, but we see in it also a medium for original publication and a way to give our customers a better product at the lowest possible price — an extension of our service to libraries. 


When you attend the S. L. A. Convention at Atlantic City, May 31-June 4, be sure to stop at UM's Booth 6.

#### IRISH NEWSPAPERS [from page 1]

actor. Though Faulkner partly deserved the caricature since he was something of a fop and a social climber, he conducted the paper with courage and integrity, falling foul of the Irish Parliament on more than one occasion when he was fined or imprisoned for printing matter objectionable to the government. His writing often had a good deal of energy, and he tried to give impartial coverage of the news without strong political or religious bias. At his death in 1775, half a century after the founding of the Journal, the editorship passed to his nephew, Thomas Todd Faulkner, who conducted the paper "respectably" until his death in 1793.

The Freeman's Journal, founded in 1763, was from its inception the livelier of the two papers. Charles Lucas, who was called "the Wilkes of Ireland" by one of the British administrators and who admitted he had "too much of a kind of political knight-errantry interwoven in his frame," was a fairly frequent contributor. The paper was, in general, "patriotic," anti-administration, and anti-Catholic.

Both papers became government organs in the 1790's, with their editorship passing to two rather unscrupulous men. John Giffard, a political opportunist who became sheriff of Dublin and was known by his enemies as the "Dog in Office," took over the proprietorship of the Dublin Journal in 1793. His counterpart on the Freeman's Journal, Francis Higgins, who had assumed his editorship ten years earlier, had extensive connections with the Dublin underworld and was known as the "Sham Squire." Higgins was denounced by Henry Grattan in the Irish Parliament for his "mendacities and unscrupulous conduct" of the Freeman and he lost no opportunity for indulging in sensationalism and yellow journalism during his editorship. On one occasion he even appears to have fabricated a story that large quantities of arsenic had been sold to some servants and warned his readers that "every precaution" should be taken by heads of families "to avoid any danger that any hellish conspiracy might cause."

The most interesting issues of both papers are probably those during the nineties when Irish politics and Irish tempers were at highest pitch. In this stormiest period of Ireland's history both the Dublin Journal and the Freeman's Journal present the viewpoint of an administration which was brutally quelling rebellion and punishing the "patriots" who were working for the establishment of true independence. At the same time, the other years of both are not without interest. The numerous records of robberies (one by a 13 year old robber), the proclamation warning of the prevalence of the practice of kidnapping both children and adults to be sent to the "plantations" in America, the discussions of agricultural and industrial questions, the constant protests and comments about all kinds of things in the letters to the editor, even such stories as the account of the introduction of Turkish baths in Dublin—all are part of the chronicle of the social fabric and the events, both large and small, of an important period in Irish history. 

# POPULAR MECHANICS MICROFILMING COMPLETED

by Allan Carpenter

The ninety-six volume set of POPULAR MECHANICS Magazine, from volume one to the present, has just been completed on microfilm and is now available to libraries at \$750.00 for the complete set.

As most librarians know, the early volumes of POPULAR MECHANICS have been almost unobtainable and their availability on microfilm will plug a large gap in the valuable files of magazines with particular historical and reference values.

POPULAR MECHANICS was begun in Chicago as a weekly, in January of 1902. During its publication as a weekly, it used a format larger than the present familiar size. In September, of 1903 the monthly frequency was established along with the present format, a move generally followed later by the many imitative publications.

The magazine was one of the first American publications to realize the value of illustrative material and might be said to be the first of the picture magazine. It used photographs and other pictorial material lavishly in its early days, providing an unsurpassed record, both in text and pictures, of the engineering, technological, scientific, and often ethnological status of the times.

Almost from its inception, POPULAR MECHANICS pioneered in another phase of periodical journalism. It began to tell the average man (and woman) how to do things for himself: how to repair his home, how to make furniture, boats, toys and a host of other projects, how to manage the mechanical details of office, shop and store.

In the back issues of POPULAR MECHANICS over the years are plans and do-it-yourself information for almost every project, model, hobby, (even whole houses) which the mind of an editor or reader could conceive.

Now, this vast storehouse of practical information is available in a new form — microfilm. It is thoroughly indexed in the Readers Guide, beginning with 1924. How-to-do-it sections are indexed in the three volumes of Index to Handicraft.

For those librarians who need to locate information in the microfilm files not served by existing indexes, the magazine maintains a Bureau of Information, which will answer all such questions promptly, as has been its custom almost since the founding of the publication.

In late 1958 POPULAR MECHANICS was acquired by the Hearst Corporation as one of its rapidly expanding class magazines in various special interest fields. The new owners plan to carry on and expand the 57 year tradition of POPULAR MECHANICS as the fore-runner in its field.

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## MICROFORM VIEWERS

By Manufacturer and Model

Specifications	Eastman Kodak Co.			Griscombe Products		A-O	Documat
	C	MPE	A	PA-PB	KE	Opaque	Universal
Price	\$1250.00	\$ 475.00	\$ 345.00	\$ 200.00	\$ 250.00	\$ 225.00	\$ 340.00
Screen Size	18x18"	20x20"	8.75x10.5	14x14"	12x12"	11x12.5	11x11"
Magn. Ratio	12-23	19x	22x	17/23x	17/24	23x	15x/24x/34.5x
Head	Rotates	Rotates	Fixed	Rotates	Fixed	Fixed	Rotates
Microform	Rollifilm	Rollifilm	Opaque	Rollifilm	Jackets	Opaque	Both (see notes)
Weight (lbs.)	163	48	25	17		23	30
Dimensions	62.5 high	36 high	17.5x14 x22 deep	10x13x 11.5 deep	26.5x13.5x 17.25 deep	22.5x19.5 x13.5 deep	24x13 x16.75 deep
Other Features	[1]	[2]	[3]	[4]	[5]	[6]	[7]

- [1] Has infinite range of magnification ratios from 12x through 23x.
- [2] Film remains constantly in focus while in motion.
- [3] Accommodates opaque cards to 8.5 x 14 inches.
- [4] Portable models. These fold into their own carrying case. Also available in 30X and 45X.
- [5] Takes jacketed film or aperture cards to 6.5 inches x unlimited length.
- [6] Reads all opaque cards to 9 inches. Also available in 15x and 20x at \$240.
- [7] Accepts rollifilm and jackets. Also available as model D at \$315. without adjustable condensers; as model R at \$286. without card holder or adjustable condensers (rollifilm only); as model F at \$238. without rollifilm attachment or adjustable condensers (aperture cards only).

All rollifilm viewers will accept 16mm or 35mm film. Dimensions and weights are approximate. With the exception of the Eastman model C, the varying magnification ratios are achieved by substituting additional lenses which must be purchased at extra cost. Prices are subject to change without notice and are not guaranteed, although they have been checked carefully as of March 1. All of these viewers are for sale by University Microfilms, Inc.. Terms: net 30 days, f.o.b. anywhere in the United States. For more complete descriptions and quotations, please inquire.



## Small Edition Publishing

by Eugene Power

On page 1 of this issue is a story about our new small offset press. As readers of MICRO-COSM know, we have been in the printing business for several years, specializing in three and four-color process work for academic publications and others who want quality short-run color at a price in keeping with academic pocket-books.

Xerography is itself a new kind of printing -- the perfect companion to miniature reproduction with its one-at-a-time-as-needed philosophy.

It became apparent some weeks ago that there was a gap between the one-at-a-time items and big edition publishing of thousands of copies at a printing. Our new equipment plugs this gap admirably, and gives us complete facilities for one to 500 reproduced copies at the most reasonable price possible. When we know in advance that an edition will be wanted we can take advantage of the newest techniques and equipment to your advantage. For example, 50 copies of a hundred-page book, press-printed and bound like our Xeroxed O-Ps, costs only \$93.75, or \$1.88 per copy. One-hundred copies of the same book would cost \$106.25, or \$1.06 per copy -- about a penny a page.

Use of the new press not only makes small-quantity publishing possible, it also relieves our Copyflo of the extra burden caused by turning out 50-100 copies of the same book one at a time. This in turn means faster service for our library customers, at lower cost.

Increased use of Copyflo facilities has played havoc with production schedules in recent weeks as the demand for books in our O-P and doctoral dissertations series has increased more rapidly than we expected. We have been a little slow sometimes, but revised production schedules and the new press now seem to have this problem licked. If you have been inconvenienced we are sorry.

In fact, we are in a favorable position now to accept custom work for the Xerox reproduction of library negative. For 6 1/2 cents a foot of Xerox paper used (maximum 12 inch width) we will enlarge from your negative. Paper binding costs a half-cent the page additional. Minimum price: \$2.50.

It is difficult to quote job prices in advance unless we know just exactly how the material has been filmed originally and the enlargement to be used, but we will evaluate quality and give a pretty close cost estimate if we can see the film in advance. If you want books from film rolls, let us know.

And if you want books from books, or reproductions from manuscripts, let us know about those, too. We can do the filming or we can work from your negative. We've worked out some special photographing instructions for your camera operator so that you and he will have the benefit of our experience. [11]

### NEW EASTMAN DEALER NETWORK

University Microfilms, Inc., along with other former Eastman Kodak "Q" dealers from coast to coast, is now an authorized Recordak dealer.

For libraries this change is significant because of the nationwide dealer network facilities of the Recordak Corporation. Although remarkably trouble free, Eastman-made viewers which do require repairs will now be serviced locally, regardless of the location of the dealer making the original sale.

The three Eastman viewers are the Model C at \$1,250.00, and the Model MPE at \$475.00 for rollfilm; and the Microprint Model A at \$345.00 for opaque cards.

University Microfilms also sells microfilm cameras, enlargers, microfilm, and other products in the Recordak line. [11]

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